



DRAFT



GCSE

MEDIA STUDIES

Our updated specification provides a sound basis for students to understand key concepts and gain an insight into a broad range of media. It encourages creativity and helps students understand the role that media plays in their daily lives. The balance of theoretical and practical work helps prepare students for higher education or industry.

What's happening to GCSEs?

OCR is offering new GCSEs for first teaching in September 2009*.

We've taken this opportunity to improve the quality of our GCSEs for teachers and learners alike.

We've made improvements in three key areas: updated and relevant content, a focus on developing students' personal, learning and thinking skills, and flexible assessment, so teachers can choose the best learning approach for the job.

We want to make the introduction of these new GCSEs as easy for you to manage as possible.

The main changes are:

- Controlled assessment will be introduced for most subjects
- The opportunity will be taken to bring course content up to date
- Examinations should provide opportunity for extended writing and more varied question types
- All GCSEs will meet the requirements of the Disability Discrimination Act.

Our approach is to provide consistency across all our GCSEs by offering the flexibility that unitised qualifications bring, allowing teaching and assessment in either a linear or unitised fashion.

*Not all GCSEs are changing. There are a few exceptions: the new Science GCSE was introduced in 2006. New English, English Literature, ICT and Maths GCSEs will be offered for first teaching in 2010.



Improving GCSE Media Studies with OCR

We've involved teachers throughout the development process, so the new specifications, support materials and schemes of work should be exactly what you need to teach OCR GCSE Media Studies. To ensure accuracy in our content, we've also consulted subject associations, professional membership groups, subject societies and other subject experts.



Our GCSE Media Studies offers:

- New content to enthuse teachers and students alike – briefs focus on interesting topics to motivate learners, e.g. compare how women are represented in different video games with reference to Super Mario Brothers and Final Fantasy 7. Students would be asked to design a new female video game character for a new platform game and provide a design for the first three scenes.
- An excellent starting point for learners to develop into media specialists and progress to higher education, especially the OCR A Level qualification.
- Emphasis on practical work with production at the forefront and alternative ways of presenting work for evaluation (e.g. podcast as well as the traditional print option).

Making change easy

We'd like to make these changes as easy for you to manage as possible. To minimise disruption, we will:

- Guide you through the process of moving to OCR
- Bring you the latest information through our Focus on 14–19 magazine and our new website www.GCSEchanges.com
- Show you approved specifications one year ahead of first teaching, so you have plenty of preparation time
- Offer you a range of OCR support materials, including schemes of work and sample assessment materials, as we did with GCEs
- Make OCR's publisher partner resources – tailored to the new specifications – available from January 2009
- Endorse a variety of published resources, giving you a wider choice of quality support materials.

We're also running extra INSET and training courses across the UK, so now it's even easier to discover how OCR has developed its specifications.

Controlled assessment

While reviewing GCSEs, QCA looked into the coursework element of the current qualifications and decided to introduce controlled assessment as an alternative to coursework. This will address some of the issues raised in recent coursework reviews, such as plagiarism.



Controlled assessment has to be done in a supervised environment. However, if the task has a research element, the student may complete this without supervision.

The benefits of controlled assessment include:

- More straightforward marking – for most subjects, we provide worksheets for students to complete
- Improved reliability and validity
- Varying levels of control, to help you manage the assessments and your time more easily
- Greater confidence in authenticating students' work as their own
- Greater ease in fitting assessments into your normal teaching programmes.

For Media Studies GCSE controlled assessment means:

- Task setting – One task must be selected from a number of tasks offered by OCR. These tasks can be used with a minimum amount of adaptation or they can be adapted to suit resources and can be made more relevant to centres' own environment or candidates.
- Task taking – OCR has provided clear guidance to centres within the specification regarding authenticity, feedback, time and collaboration control, and access to resources.
- Task marking – Centres use OCR marking criteria to mark the controlled assessment which is then forwarded to OCR for moderation. This external moderation will take the form of postal moderation or e-moderation, where evidence is required in a digital format.

We will review our controlled assessment tasks every two years.

Flexible assessment

The assessment for the new OCR GCSEs is organised into units which can either all be taken at the end of the course in a linear fashion, or be used to complement a more unitised approach to teaching and learning. This gives you the flexibility to choose the assessment approach best suited to your centre and your students. A unitised structure gives you the flexibility to co-teach short and full courses.

We already offer assessments that are organised into units at A Level and for some existing GCSEs. For many subjects, assessments will be available twice a year. Flexible assessment means:

- You will have a choice of learning approaches – linear or unitised
- The assessment can be timed to match the point of learning within the course, making it easier for candidates to show what they know, understand and can do
- Students can re-sit a unit rather than repeat the entire assessment
- Some students are motivated by ongoing feedback and this helps them identify their learning needs
- A unitised approach makes it easier for students to stay on track with their studies and manage their time effectively
- The pressure of an 'all or nothing' assessment is removed
- Examination stress is reduced by permitting assessment over a longer period so that not all assessments are concentrated in a narrow window at the end of two years

- With a similar format to A Levels and Diplomas, GCSEs will help prepare students for the next phase of their education.

To ensure that the assessment supports the coherence of the GCSEs and there is no over-assessment, QCA has put two rules in place: 40% of the assessment must happen at the end of the course and only one re-sit of each assessment unit is allowed.

You may know 'unitised' as modular.

Unit title and description	Assessment including duration	Weighting
B321: Individual Media Portfolio <ul style="list-style-type: none"> • Focuses on key concepts of media language and representation • Opportunity to demonstrate skills in planning, construction and evaluation through the production exercise • Briefs include: popular music, celebrity, soap opera, and video games. 	Controlled assessment Candidates will produce an individual portfolio containing an assignment and production exercise based on at least two media texts. The assignment can be written (word processed) but may also be presented as a PowerPoint presentation or podcast.	30%
B322: Textual Analysis and Media Topic (Moving Image) or B323: Textual Analysis and Media Topic (Print) <ul style="list-style-type: none"> • Students can choose to take the Moving Image or Print option. Each choice of unit has two sections. • First section: Analysis and response to a short unseen moving image or print extract to demonstrate understanding of key media concepts. The following are offered – action adventure films and lifestyle magazines. • Second section: Based on a media topic – tests candidates' understanding of institutions and audiences. The following topics are offered: TV comedy and radio comedy. These topics will remain for at least three years. 	Written examination 1 hour 45 minutes	40%
B324: Production Portfolio in Media <ul style="list-style-type: none"> • Opportunity to demonstrate skills in research, planning, construction and evaluation • Develop understanding of the following key concepts: audience, institutions, media language, and genre • The following briefs are offered: print, video, audio, website, and cross-media • Presentation of evaluation can be a written commentary, PowerPoint presentation, podcast, or DVD with extras. 	Controlled assessment Candidates can either work individually or as part of a group (maximum of five) to produce a major practical production in response to briefs set by OCR. They must also produce individual evidence of research and planning and an individual evaluation of their finished work. Centres are to choose from 12 briefs that will be available for at least two years.	30%

Assessment objectives

The assessment objectives are designed to reflect the non-statutory guidelines for Media Studies.

Candidates are expected to demonstrate the following in the context of the content described:

AO1

- Recall, select and communicate their knowledge and understanding of media products and the contexts in which they are produced and consumed.

AO2

- Analyse and respond to media texts/topics using media key concepts and appropriate terminology.

AO3

- Demonstrate research, planning and presentational skills.

AO4

- Construct and evaluate their own products using creative and technical skills.



What changes, and what stays the same?

	What changes?	What stays the same?
Structure & content	<ul style="list-style-type: none"> Externally assessed units have been reduced from two to one (examination time has been reduced from 3 hours 15 minutes to 1 hour 45 minutes) – weighting is now 40% There are now two controlled assessment units to replace the one coursework unit – weighting has increased from 50% to 60% Tiering elements have now been removed 60% can be completed before the end of the course (40% terminal rule). This is a unitised qualification The cross-media topics unit has been removed following customer feedback and market research The textual analysis unit now has two parts: <ul style="list-style-type: none"> A: action adventure films or lifestyle magazines B: media topics, including TV/radio comedy. 	<ul style="list-style-type: none"> The process of pre-production, production and evaluation is still integral. This features in the controlled assessment units Textual Analysis remains as the externally assessed unit Within the Textual Analysis unit there is still a choice between Moving Image or Print There continues to be a choice of media briefs to choose from Candidates will still study at least three forms of media.
Assessment	<ul style="list-style-type: none"> Controlled assessment can be submitted electronically or by post The evaluation component of controlled assessment can be presented electronically (e.g. podcast) or by the traditional print route Centres can enter candidates in either January/June for Units B322 and B323. The controlled assessment units are available for the June session. 	<ul style="list-style-type: none"> Centre assessment of controlled assessment units One controlled assessment unit must be completed individually, with a group option available for the other controlled assessment unit.

Support for GCSE Media Studies teachers

OCR offers a range of support materials, developed following extensive research and consultation with teachers. We've designed them to save you time when preparing for the new specifications and to support you while teaching them.

Our support materials and events include face-to-face training courses, schemes of work that you can customise, endorsed publisher partner resources, access to teacher and examiner networks (both online and offline), plus an extensive past-papers service.

OCR's online resources include:

- E-communities – online networks of subject specialists for sharing knowledge, views and ideas
- Interchange – a completely free and secure website that helps you carry out the administrative tasks associated with examinations quickly and easily
- Past examination papers
- Marking schemes
- Subject e-alerts – for teachers who register for updates.

We offer a wide range of training courses in the UK, so you have easy access to information about our new specifications – direct from the experts. See over for more details.



Training for OCR GCSE Media Studies

Our Get Ready events offer a taste of the new specification. Dates are given below, and you can book your place now at www.GCSEchanges.com.

Later, we'll be running our Get Started events, which take you through the specification in more detail and help you work towards first teaching. They will take place during the spring and summer terms 2009.

Get Ready – introducing the new specification (first teaching from September 2009)*

This course is for all teachers – new and experienced – who are interested in finding out more about the new specification. It's open to you, even if you don't teach the current OCR specification.

It's a **FREE** half-day session, including refreshments, a light finger buffet and course materials, offering an overview of the new OCR specification in GCSE Media Studies. Key features include:

- A look at the new structure, content and assessment methods
- A comparison between old and new specification content
- An introduction to the support and resources available from OCR
- A summary of the benefits of choosing the new OCR specification.

Date	Location	Course code
Wed 9 Jul 08 AM	Birmingham	OMSA101
Wed 9 Jul 08 PM	Birmingham	OMSA102
Fri 11 Jul 08 AM	Manchester	OMSA103
Fri 11 Jul 08 PM	Manchester	OMSA104
Mon 14 Jul 08 AM	London	OMSA105
Mon 14 Jul 08 PM	London	OMSA106
Wed 5 Nov 08 AM	Manchester	OMSA107
Wed 5 Nov 08 PM	Manchester	OMSA108
Fri 7 Nov 08 AM	London	OMSA109
Fri 7 Nov 08 PM	London	OMSB101
Tues 18 Nov 08 AM	Exeter	OMSB102
Tues 18 Nov 08 PM	Exeter	OMSB103
Wed 19 Nov 08 AM	Newcastle	OMSB104
Wed 19 Nov 08 PM	Newcastle	OMSB105
Tues 25 Nov 08 AM	Birmingham	OMSB106
Tues 25 Nov 08 PM	Birmingham	OMSB107
Fri 5 Dec 08 AM	Cambridge	OMSB108
Fri 5 Dec 08 PM	Cambridge	OMSB109
Wed 10 Dec 08 AM	Bristol	OMSC101
Wed 10 Dec 08 PM	Bristol	OMSC102
Thurs 8 Jan 09 AM	Birmingham	OMSC103
Thurs 8 Jan 09 PM	Birmingham	OMSC104
Fri 16 Jan 09 AM	London	OMSC105
Fri 16 Jan 09 PM	London	OMSC106

Please note:

- Free OCR Training courses will not incur any penalty fees however, so that we can offer your place to another delegate please notify us in good time of your course cancellation.
- Dates are subject to change so please ensure you read your booking confirmation and web updates as OCR Training cannot be held responsible for delegates who attend on an incorrect date.
- Courses throughout summer 2008 and autumn 2008 terms may be based on the draft specification.
- *The times of these courses may vary from the standard advertised time.

Publishing support for GCSE Media Studies teachers

We're working with publisher partner Hodder Education to provide further resources to support teachers of the new specification.

Hodder Education will be publishing a brand new student's book and a Dynamic Learning Network Edition for this specification. Dynamic Learning is the perfect vehicle to help students access the variety of media they are required to study for this specification, while providing full support in the preparation of pieces of controlled assessment for their portfolios as well as plenty of exemplar examination material.

Student's book publication date: April 2009

Dynamic Learning Network

Edition publication date: June 2009



To find the latest information on published resources, please visit www.ocr.org.uk/mediastudies/newgcse and choose published resources from the right-hand menu.



www.ocr.org.uk

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